

**GOVERNMENT OF TELANGANA  
ABSTRACT**

Telangana - Tourism Promotion – Release of advertisement in “Good Housekeeping” magazine, through M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad – Publication Charges – Sanction of an amount of Rs.12,00,000/- for five months i.e., July 2015, August 2015, September 2015, October 2015, and November 2015 – Release an amount of Rs.2,40,000/- (Rupees Two Lakhs Forty Thousand only) including taxes, for July 2015, issue - Orders – Issued.

**YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT**

G.O.Rt.No.517

Dated:05-09-2015

Read the following:

1. From Ms. Apuroopa Reddy, M/s. Lifestyle Group-The India Today Group, Living Media India Ltd., New Delhi, Dt.Nil.
2. Govt.Lr.No.562/PMU/PRO/2015, of YAT & C (PMU) Department, Dt.25-05-2015.
3. Invoice No.15-16/260, of M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad, Dated:01-07-2015.

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**ORDER:**

In the reference 1<sup>st</sup> read above, Ms. Apuroopa Reddy, M/s. Lifestyle Group-The India Today Group, Living Media India Ltd., New Delhi, has requested for release of an advertisement in “Good Housekeeping” magazine, for section Wrap (Double spread) of Good Escape Section of the magazine for a period of five issues i.e., July 2015, August 2015, September 2015, October 2015, and November 2015, at a total cost of Rs.12,00,000/- including, taxes (Rs.2,40,000/- per issue). Accordingly, Government have issued a work order for the same, for publication of an advertisement through M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad, an empanelled agency with the department, vide reference 2<sup>nd</sup> read above.

2. In the reference 3<sup>rd</sup> read above, M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad, has furnished a bill for an amount of Rs.2,40,000/- (Rupees Two Lakhs Forty Thousand only) including taxes, towards publication for the month of July 2015, and requested the Government to release the payment.

3. The Government, after careful examination of the matter hereby accord sanction for an amount of Rs.12,00,000/- for five months i.e., July 2015, August 2015, September 2015, October 2015, and November 2015 and release an amount of Rs.2,40,000/- (Rupees Two Lakhs Forty Thousand only) including taxes, towards publication for the month of July 2015, through M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad.

4. The amount sanctioned at Para 3 above shall be debited to the following Head of Account:  
“3452- Tourism-01-Tourist Infrastructure – 102 Tourist Accommodation & other facilities to Tourists – Schemes included in PLAN, GH 11- Normal State Plan - SH (13) – Advertisement for Promotion of Tourism - 260 – Advertisements, sales and publicity Expenses”.

5. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C Department shall draw and disburse the amount sanctioned at Para 3 above, in favour of M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad, through on line. The details of Bank account is as follows:-

Bank Name	:	ICICI Bank
Branch Name	:	M.G Road, Cochin, Kerala
Account No.	:	001005011006
IFSC Code	:	ICIC0000010

**(BY ORDER AND IN THE NAME OF THE GOVERNOR OF TELANGANA)**

**B.VENKATESHAM  
SECRETARY TO GOVERNMENT**

To  
M/s. Stark Communications (Cochin) Pvt., Ltd., Hyderabad.  
The Assistant Secretary to Government & D.D.O, YAT& C(PMU) Dept.  
The Deputy Pay & Accounts Officer, Secretariat, Hyderabad.

**Copy to:**

The YAT& C (PMU- Claims) Department.  
SF/SCs.

**//Forwarded:: By Order//**

**SECTION OFFICER**